CLAIMS

1. Topical composition consisting of an aqueous gel comprising a hydrophilic gelling material, the said gel having the following rheological profile:

- an initial viscosity V_0 of between 3000 and 50,000 Pa.s, the said initial viscosity V_0 being stable up to a shear strain C_1,
- a viscosity V_2 after shear at a strain C_2 for which the ratio V_0/V_2 is greater than or equal to 1000,
- the difference C_2-C_1 being less than or equal to 100 Pa.

2. Composition according to Claim 1, characterized in that the gel has a viscosity V_1 measured at the shear strain C_1, the ratio V_0/V_1 being less than or equal to 2.

3. Composition according to either of Claims 1 and 2, characterized in that the shear strain C_1 is greater than or equal to 50 Pa.

4. Composition according to one of Claims 1 to 3, characterized in that the falls in viscosity induced by the shear on the gel are not immediately reversible.

5. Composition according to one of Claims 1 to 4, characterized in that the hydrophilic gelling material is a hydrophilic gelling polymer.

6. Composition according to Claim 5, characterized in that the hydrophilic gelling polymer is a water-soluble or water-dispersible terephthalic

copolyester oligomer essentially comprising dicarboxylate repeating units of formula (I):

$$[-CO-A-CO-O-(CH_2-CH_2)_n-] \qquad (I)$$

in which

A represents a 1,4-phenylene, sulpho-1,3-phenylene and optionally 1,3-phenylene group,

n ranges from 1 to 4,

at least 35 mol%, preferably at least 40 mol%, more preferably between 40 and 90 mol% of the said units of formula (I) being units of formula (I) for which A represents a 1,4-phenylene group and n is equal to 1,

at least 7 mol%, preferably at least 10 mol%, more preferably between 10 and 25 mol% of the said units of formula (I) being units of formula (I) for which A represents a sulpho-1,3-phenylene group,

the weight-average molecular mass of the said copolyester oligomer being less than 20,000, preferably less than 15,000.

7. Composition according to Claim 6, characterized in that the copolyester oligomer has a weight-average molecular mass of between 5000 and 14,000, more preferably of between 8000 and 10,000.

8. Composition according to one of Claims 1 to 7, characterized in that it comprises between 0.5 and 15% by weight, relative to the total weight of the composition, of hydrophilic gelling material, more preferably between 2 and 10% by weight.

9. Composition according to one of Claims 1 to 8, characterized in that it is a hair composition.

10. Composition according to Claim 9, characterized in that it comprises a fixing material and/or a conditioning material and/or active agents for haircare and/or sheen-enhancing agents and/or hair dyes.

11. Device consisting of a container containing a composition according to one of Claims 1 to 10 and a means for distributing the said composition.

12. Device according to Claim 11, characterized in that the means for distributing the cosmetic composition is a pump-dispenser.

13. Device according to Claim 11, characterized in that the cosmetic composition also comprises a suitable amount of propellant, the product being distributed by means of an appropriate distribution valve system controlled by a distribution head, itself comprising a nozzle via which the aerosol composition is vaporized.

14. Device according to Claim 13, characterized in that the propellant consists of a compressed or liquefied gas chosen in particular from compressed air, carbon dioxide or nitrogen, or alternatively a gas which is soluble or insoluble in the composition, such as dimethyl ether, halogenated or non-halogenated hydrocarbons, and mixtures thereof.

15. Device according to either of Claims 13 and 14, characterized in that the amount of propellant is between 20 and 50% by weight relative to the total weight of the composition.

16. Cosmetic treatment process for the skin, mucous membranes or superficial body growths, in which the composition according to one of Claims 1 to 10 is applied to the skin, mucous membranes or superficial body growths.

17. Process according to Claim 16, characterized in that the composition is applied by means of a device according to one of Claims 11 to 15.